

ALCOHOL AND DRUG DEPENDENCY COMMISSION
OF
NEWFOUNDLAND AND LABRADOR

FIRST ANNUAL REPORT
1982-83

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CHAIRMAN'S REPORT

Introduction:

The year of 1982-83 was a historic one for Newfoundland and Labrador. Those concerned about problems of alcohol and other drug abuse saw, for the first time, the establishment of a Provincial Commission called the Alcohol and Drug Dependency Commission. It is the full responsibility of the ADDC to address this grave social problem. (See: Act - Appendix 1)

The fact that our province is the last in Canada to develop an official Commission may prove to be a definite advantage. We can avail of the extensive experience - both positive and negative, which other Commissions across the country have gleaned, and be in a much better position to use effective and even innovative approaches to our work.

The First Year in Review:

It is, indeed, a huge challenge we face. Our mandate dictates that throughout the Province we address all issues related to the treatment and rehabilitation of drug abusive/dependent persons, as well as initiate programs to educate the public and prevent future substance abuse. (See: Mandate and Objectives - Appendix 2)

As of June 8, 1982, a Chairman plus a sixteen member Commission was appointed by the Hon. T. V. Hickey, Minister of the Department of Social Services (See: Appendix 3). An Executive Director (former Alcohol and Drug Consultant with the Department of Social Services) was appointed, and the former Alcohol and

Drug Addiction Foundation staff was absorbed into the Commission under the Division of Regional Services. (See: Appendix 4)

An organizational structure was developed for the Commission (See: Appendix 5) and we began to put in place the key staff members necessary to begin our work. A provincial headquarters was established, as well as five (5) Regional Offices. Administrative policies were developed and programming initiated. (Details in the Executive Director's report)

We also set in motion the appointment of a network of voluntary Regional Advisory Councils (RAC) across the province. (See: Appendix 6). The purpose of creating RACs was to ensure community input about issues of concern to each region, as well as to increase the ADDC's ability to reach out across the province with our programs and activities, (See: Role of the RAC - Appendix 7). The initial stages of development of the RACs have been fairly problematic. Time is needed for the new Councils to familiarize themselves sufficiently with addiction-related issues so that they feel better able to advise and assist the Commission. This self-education process has now begun, and will undoubtedly lead the way to a most beneficial association between the RACs and the Commission.

As a further link to the smaller communities and specific interest groups, we encouraged an affiliation between the ADDC and any existing voluntary groups with an interest in alcohol and drug abuse. It is our intention to continue to expand our network of volunteers, including the formation of new interest groups throughout the province.

Several areas of special expertise have been identified by the Commission as requiring additional input (eg., medical/health related issues; legal/criminal justice issues . . .) A Medical Advisory Committee was established (See: Appendix 8) to assist the Commission and advise on medically oriented issues. (See report of the Chairman, MAC) Plans for the future include the formation of a Law Enforcement and Change

Advisory Committee. During the first year of the ADDC's operations, despite unexpected difficulties described in the next section, we continued to provide services throughout the province. We also initiated some new programming.

Drug Awareness Week:

Drug Awareness Week, currently sponsored by the Atlantic Provinces is growing in momentum each year. There is positive anticipation that this may become a national event. (See: - Director of Regional Services' Report)

Allied Youth:

The Allied Youth program became more familiar to members of the Commission and its potential as a major education and prevention thrust for the Commission was recognized. (Details for future plans in the A.Y. Co-ordinator's report)

A conscientious effort has been made during Year One to inform the public of the ADDC's presence, its goals and its services. Our staff have made many presentations to interested groups and organizations. ADDC has received a good deal of media attention (both radio and television) as well as press coverage in the newspapers. (See: Sample articles - Appendix 9) It is our intention to maintain a high public profile and good visual image by using as many avenues for exposure as possible. In this way, interested social, health and justice personnel as well as concerned citizens throughout the province will become more familiar with the ADDC and help us to expand.

Problems and Successes of Year One:

The first year of the ADDC's operation brought with it many challenges and frustrations. Despite the paucity of treatment and rehabilitation services in our province, and the pressing need to initiate new services, our limited financial resources made this impossible.

However, we did set in motion essential education and prevention programs and offered whatever counselling services were possible. As our operational setup was in midstream, we were informed by Government that due to economic restraints, our budget had been reduced and staff hirings had been frozen. This development created undue hardships for the fledgling Commission. However, through ongoing negotiations with Government, some withdrawn funds were reinstated, and we were able to proceed with the hiring of essential staff.

In line with our emphasis on Education and Prevention - two major events were planned for public participation:

1. FIRST COMMUNITY FORUM: To gather together a cross-section of community groups and individuals to explore the key issues facing the ADDC over the coming months and years.
(See: Details - Appendix 10)
2. TWO-DAY CONFERENCE: A two-day conference on "The Effects of Lifestyle Advertising of Beverage Alcohol" is in the final planning stages. All sides of this complex issue will be aired to enable the ADDC to make recommendations for change to Government, having considered the alternatives.
(See: Details - Appendix 11)

Highlights of Year 1:

During our initial year, the following direction was taken:

A) Establishment of offices-

Provincial headquarters were set up in the Royal Trust Building, St. John's. Former ADAF Regional Offices in St. John's, Grand Falls (Central), Corner Brook (Western) and Goose Bay (Labrador), were officially opened as ADDC Regional Offices. An office was established with Harbour Grace as the site of the ADDC Eastern Regional Office, and Beverley Clarke was relocated there as Regional Co-ordinator. A Regional Field Officer position was defined, with the first RFO hired for the Western Region, to be located in Stephenville. A part time secretary was hired for an ADDC office to be located in Labrador West.

B) Staffing -

All positions were advertised and hired independently by the ADDC senior staff. The hiring process was interrupted as explained earlier, and then completed toward year end. Former Alcohol and Drug Addiction Foundation staff received full credit and benefits for former years of service. All ADDC positions were classified with the exception of Chairman. A Classification Appeal Task Force was established to seek reclassifications. Some ADDC staff became unionized.

C) Volunteer involvement -

Roles were identified and continually clarified for Regional Advisory Councils. Senior ADDC staff participated in initial meetings of each RAC, and several subsequent meetings. Guidelines were developed for ADDC affiliation with Voluntary Advisory Groups. Chairman met with several of these groups around the province (eg., in Stephenville and Labrador West). A Medical Advisory Committee was established, to be followed by several other special content committees. The ADDC also established a liaison with a number of service clubs. A particular affiliation was initiated by the Lions Clubs who have identified Drug Awareness as a major theme for the next five years. The ADDC is working on several projects which the Lions Clubs are interested in sponsoring. Also, professional associations such as the Newfoundland Teachers Association and the Association of Registered Nurses of Newfoundland have indicated their interest in assisting the ADDC with its work. With the appointment of a Director of Education and Prevention, the Commission will increase its efforts to involve various types of volunteer organizations in its activities.

Summary:

In conclusion, this has been a year of excitement and challenges, successes and setbacks, accomplishments and disappointments. While our problems are far from over, and undoubtedly will change but never disappear, I am personally more than pleased with the ADDC's initial year of operation. Our real successes and major achievements undoubtedly lay ahead. As we gather momentum and develop a solidarity and clarity of purpose, the ADDC can surely look forward to making a substantial contribution to the increased well being not only of drug dependent persons, but also of those whom they affect, and of society as a whole. Hence, we move ahead into Year Two with vigor and enthusiasm.

Eve Beck.

Eve Beck
Chairman
Alcohol & Drug Dependency Commission

(14 July 1983)

ADDC RECOMMENDATIONS

APPROVED AT THE ANNUAL MEETING JUNE 15, 1983

1. Whereas the area of Education and prevention has been a top priority for the ADDC since its inception in order to continue and initiate appropriate curriculum development for schools, training of teachers and other educators, expansion of the Allied Youth program, encouraging the involvement of community organizations and individuals etc., the Executive recommends that the most suitable person be hired as soon as possible to co-ordinate and increase the ADDC's education and prevention efforts.

2. Whereas the mandate of the ADDC is to provide treatment and rehabilitation for alcohol and drug dependent persons and there is a pressing need to initiate core services through the Province, the Executive Committee recommends that the Chairman vigorously pursue with the Provincial Government and other funding sources, methods of permanently and substantially increasing the ADDC's financial base.

3. Whereas the Commission has identified the severe need of emergency treatment services in Newfoundland and Labrador for persons who have abused alcohol and drugs, the Executive Committee recommends that the ADDC immediately establish a special committee to prepare a proposal for the initiation of Addiction Services Centers with a view to establishing the first such facility in Western Region.

4. Whereas there is currently very little up-to-date and relevant data available about alcohol and drug use and abuse in Newfoundland and Labrador, the Executive Committee recommends that the ADDC begin immediately to gather comprehensive data to assist in setting program priorities and making policy decisions.
5. Whereas the ADDC will host its first major conference in June addressing the issue of Lifestyle Advertising of Beverage Alcohol on the electronic media, the Executive Committee recommends that following the conference, a Task Force be established if the Commission deems appropriate, to prepare a brief to Government outlining concerns of the Commission and the conference participants and if appropriate, recommend the necessary legislative changes concerning the future broadcasting of beverage alcohol commercials.

The Executive Committee further recommends that the Commission promote follow-up activities to the conference both at the provincial and national levels, to address other aspects of advertising/promotion of beverage alcohol - eg., print, recreation/sports sponsorship, promotions on campuses, media programming content, etc.

6. Whereas many of the issues the ADDC must address in the months and years ahead are not only of provincial, but also of national concern and would be, in fact, dealt with more effectively on a national scale, the Executive Committee recommends that the Chairman initiate discussions with other Commission Chairmen, or senior personnel across the country to establish a national organization of heads of Commissions with a mandate to examine existing policies and legislation and explore possible new directions; and subsequently advise the Federal Government accordingly.

7. Whereas the ADDC has identified the issue of "Driving While Impaired" as a major need to be addressed, the Executive Committee recommends research be undertaken as soon as possible to set priorities about the many facets of this issue, to be followed by appropriate Commission action.

(17 June 1983)

EXECUTIVE DIRECTOR'S REPORT

The first year of the Commission's operations can best be described as developmental and formative with many organizational chores taking priority in our first phase. The total absorption of the Alcohol and Drug Addiction Foundation staff and policies and programs have now been fully integrated and the staff of the former Foundation have been recognized in full in terms of years of service and seniority within the former organization. All offices in the Regional Services Division are now fully operational with a full compliment of clerical staff. The Harbour Grace office being relocated from the Stephenville area is now in full operation as well. The Commission is also in the process of establishing two sub-offices, one in Stephenville and one in Labrador West, to assist us in the delivery of addiction services.

Early in the developmental year was also the review of the appropriate classification and pay requirements for all ADDC staff. The Commission is now appealing the decisions and has established a Classification Task Force which should be heard in June or July of this year. This Commission and the Executive feel that classification pay designations were too low in order to ensure quality recruitment and ensuring a professional and experienced staffing contingent.

In the first year of operation the Commission also took over the responsibility for funding and co-ordinating of three private agencies in the addictions field: 1. Talbot House Detoxification Centre, administered by St. Clares Hospital; 2. Salvation Army Harbour Light; and, 3. Indian Alcohol Program in Sheshatshiu, Labrador. While the economic restraints placed on the Commission did reflect in our budget allocations, these agencies were able to operate without any interruptions of services during the fiscal year. The fiscal year 1983-84

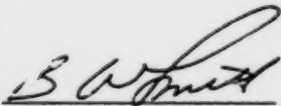
will also be a period of economic restraints and the Commission will be working closely with these three agencies to ensure minimum interruption, if any, in their program delivery, and with the assistance of the Business Manager it is hoped that we can keep abreast of any problems emerging within these three agencies and assist where possible in their service delivery. Our financial contribution to these three agencies exceeded \$500,000 in the fiscal year 1982-83.

In spite of the limited manpower still available to the commission, programming in education and prevention and counselling have continued. Both the Administration and the Regional Services Divisions continued to support and foster the commission's efforts in the Employee Assistance Programs, Impaired Driving Program, training opportunities, Allied Youth Program, counselling services and the entire spectrum of education and prevention programs.

In closing, I feel that the education/prevention component with some research emphasis is now being realized, however, I would like to emphasize the need for the Commission to continually strive for the much needed treatment in this Province. While we do fund agencies that address in some way the treatment and rehabilitation component, there is a glaring gap in treatment services that other Provinces have enjoyed for many years. Therefore, I would ask the Commission to take as a priority in the 1983-84 fiscal year, the beginning of treatment services provincially. This concern I am sure, will be echoed by the Regional staff who, on a daily basis, are consistently frustrated by the absence of a treatment referral agency.

As you will see from the accompanying reports from various components of the Commission, it has been a busy year, however much has to be done to truly provide badly needed services for the addicted individuals in the Province. The staff looks to the Commission for their continued support and efforts to obtain the appropriate funding and resources to make this possible.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'B. Wayne Smith', is written over a horizontal line.

B. Wayne Smith
Executive Director

REGIONAL SERVICES DIVISION

- St. John's
- Eastern
- Central
- Western
- Labrador

THE DIVISION OF REGIONAL SERVICES

The Primary purpose of this division is to deliver programs, developed by the Commission, to the populace of Newfoundland and Labrador. Its main objectives are:

- to increase public awareness of the many issues related to drug abuse.
- to facilitate the development of services relating to chemical dependency at the regional level.

The division is comprised of five regions.

<u>REGION</u>	<u>REGIONAL HEADQUARTERS</u>
St. John's Region	St. John's, NF
Eastern Region	Harbour Grace, NF
Central Region	Grand Falls, NF
Western Region	Corner Brook, NF
Labrador Region	Labrador, NF

The programs offered through the Regional Services Division during 1982-83 included:

Counselling - Providing counselling and referral services for individuals and/or families affected by alcoholism or other drug abuse problems.

Public Education - Through schools, the media and presentation to community groups.

Professional Training - Providing seminars and workshops for counsellors, social workers, teachers, law enforcement officers and other helping professions whose work involves them in the field of alcohol and drug abuse.

Employee Assistance Programs - Provision of consultation, training, counselling and referral around the area of employee assistance programming for local employers.

Allied Youth - Sponsorship of the Provincial Allied Youth Program which has, as its aim, to provide for adolescents a positive group experience in which they can increase their awareness about themselves and relevant social issues.

Information Centre - Offering resource material to individuals and/or agencies interested in learning more about alcohol and other drugs.

Each regional office at present has a Regional Co-ordinator, who is responsible for Commission programming throughout the region, and a clerk-steno who provides the necessary support services to the office. Since September 1, 1982 the Regional Services Division has had a major priority of re-organization in terms of establishing guidelines and policies related to overall operations. Despite the numerous administrative details to be addressed some approximate statistics related to the services provided by the Division's offices have been compiled. It must be emphasized that these are approximates, however it is hoped that during the 1983-84 fiscal year, we will be in a better position to have greater accuracy and a greater variety of statistics related to program delivery.

<u>PROGRAM</u>	<u>TOTAL</u>
Counselling	120
Workshop/Seminars	66
Speaking Engagements	78
Allied Youth Posts	31
Allied Youth Rallies	6
Literature Distributed	30,000
Film Showings	224

* These statistics are for the time period September 1, 1982 - March 31, 1983.

** Statistics may vary somewhat from regional totals etc due to slight variation in recording and realignment of offices, ie, Eastern region.

ST. JOHN'S REGION

The St. John's Office of the Alcohol and Drug Dependency Commission encompasses (serves) that portion of the Eastern Avalon Peninsula from Pouch Cove in the Northeast to Cape Race in the Southeast to St. Shotts in the Southwest to Colliers in the Northwest.

Like the other four regional offices, the St. John's Office provides counselling services, education and prevention programs and public awareness throughout the region as well as maintaining a resource centre for use by professionals and the general public alike.

EDUCATION AND PREVENTION

Through various programs the St. John's Office of the A.D.D.C., offers to community groups a greater understanding and appreciation of the extent of the problems associated with intoxicating substances. As well, its programs provides assistance with specific problems in the community.

These programs fall into the following category:

Employee Assistance Programs - aimed at achieving early intervention in situations where job performance is adversely affected.

Professional Training - in-service training via workshops, seminars for students, nurses, teachers, social agencies, as well as providing student placement services for those in the social work area.

Juvenile Diversion Program - an alternative to the court system providing lectures, films and discussions for juveniles arrested on a charge of illegal possession of alcohol.

Impaired Drivers Program - designed as an educational and rehabilitative program for people convicted of drinking and driving offences.

Peer Education - facilitates the dissemination of addictions information to students within schools by fellow students.

Allied Youth - a young peoples' organization which promotes education, involvement and personal growth.

Speaking Engagements - assists in emphasizing awareness of some addiction problems in society and approaches to alleviating them.

STATISTICS

Number of contacts/consultations (Sept./82 - Mar./83) - 121

Number of lectures/seminars/workshops (Sept./82 - Mar./83) - 42

Breakdown of contacts/consultations:

Occupational	7
Schools	16
Professional	26
Community/Service Clubs	25
Other	47

Number of pamphlets distributed (Nov./82 - Mar./83) - 14,248

Number of films loaned/used (Sept./82 - Mar./83) - 177

Number of displays/exhibits - 2

TREATMENT/REHABILITATION

Direct counselling is provided to individuals affected by drug and alcohol problems. Coupled with this direct treatment is the liaison maintained with other services in the community, so as to facilitate a complete approach to an individual with an addiction problem.

STATISTICS

Number of counselling sessions (Sept./82 - Mar./83) - 65

Breakdown of counselling sessions:

Individual	50
Group	15

In addition, the St. John's Office received approximately 56 calls between September 1982 to March 1983 from clients and other individuals seeking assistance, as well as approximately 300 calls from the public wishing information and clarification of addiction related matters.

EASTERN REGION

On December 1, 1982 a Regional Co-ordinator was placed in the Eastern Region of the Alcohol and Drug Dependency Commission. Before this time, the Eastern Region was always serviced through the St. John's Office. It is hoped that with the new Eastern Region established, the Commission will be able to meet the needs of the communities in this portion of our Province.

Geographically, the Eastern Region extends north of a line drawn from Peter's River in St. Mary's Bay and northwards to Marysvale in Conception Bay. It also includes the Burin and Bonavista Peninsulas extending north to Charlottetown in Bonavista Bay and along the shore of Fortune Bay to English Harbour East. The approximate population for this Region is 120,000 people.

The Regional office is situated on Water Street, Harbour Grace, Conception Bay, and was officially opened on March 8, 1983. Program areas that are offered through this office include: Allied Youth; Education for Teachers in the Schools; Counselling; Community Awareness Programs; Workshops and Training Seminars for professionals in the communities, and an information service that the office provides.

TREATMENT

Three types of treatment services are available in the Eastern Region:

1. The Regional Co-ordinator provides counselling services to drug addicted persons and their families.
2. The Regional Co-ordinator acts as a consultant and trainer to other professionals in the community working with drug addicted persons.
3. The Regional Co-ordinator is instrumental in referring people to treatment programs outside the province, or specific programs within the province.

Individuals seeking help in Eastern Newfoundland can contact the Eastern Office in Harbour Grace for further information.

STATISTICS

Number of counselling sessions	12
By Phone	7
In Office	5
Number of consultation sessions	5
Number of clients	4

COMMUNITY SERVICES

In order for an agency such as the ADDC to survive, it must become involved in the community. It is important to work with community groups to increase their awareness of addiction problems and to help them resolve any problems they may be encountering.

Contact made in Eastern - A great deal of time in the last five months has been spent making contact with people. While travelling throughout the Region, contact has been made with other service agencies in the communities. Some of the contact made would include the Department of Social Services, Public Health Nurses, Royal Canadian Mounted Police and Youth Service Workers. The purpose of these meetings is to introduce people to the ADDC.

Professional Training - This service is now being promoted in the Eastern Region and some agencies such as hospitals have begun to take advantage of it.

School Involvement - Alcohol and Drug Education in the schools is encouraged. The ADDC offers a Teacher Awareness Workshop to school teachers who are interested in promoting drug awareness in their schools. Many schools and students contact ADDC staff for information and assistance when involved in drug education programs.

Allied Youth - There are eight (8) A.Y. Posts within the Eastern Region. They are located in St. John's, Mount Pearl, Foxtrap, Torbay, St. Lawrence, Lawn, Marystown and Musgravetown.

General Community Programs - Community Education and Awareness is very important. Awareness on alcohol and other drugs is available to the general public upon request. Public presentations to community groups is also a service provided upon request. Two groups that regularly use the service in Eastern Newfoundland would be the Lions Club and PTA groups.

Public Relations - This has been a great deal of promotion of the ADDC through the local media sources in Eastern. The hiring of the coordinator, the official opening of the office, and the first RAC meeting were all covered by the local newspapers and radio stations. As further promotion of the ADDC and a general information service to the public, a weekly column "Alcohol, Drugs and You" is printed by the papers in Eastern Newfoundland.

HIGHLIGHTS

- Establishment of a new Allied Youth Post in Marystown.
- Involvement with community groups helping them set up Drug Awareness Programs for their communities.
- Training seminars with hospital staff.
- First meeting of RAC held on March 8, 1983 and executive elected.
- Pinpointing of prescription drug abuse as a problem that needs to be dealt with.
- Weekly column in local papers "Alcohol, Drugs and You".

STATISTICS

		<u># of People involved</u>
Number of contacts	688	
Number of pamphlets distributed	1067	
Number of press release and articles	9	
Number of lectures, seminars & workshops	25	1200
Professional	2	135
Schools	5	231
Community Groups	4	240
Community Agencies	10	99
Other	4	495
Allied Youth		
Number of A.Y.'ers	350	
Number of Posts	4	
Number of Post President Meeting Held	1	

CENTRAL REGION

The Central Region provides services to a large rural area extending from Glovertown in the east to Baie Verte in the west. Included in this area are the towns of Gander, Gambo, Grand Falls, Windsor, Bishop's Falls, Botwood, Badger, Buchans, Springdale, Fogo, Lewisporte, Twillingate and Bay D'Espoir. This area has a population of approximately 70,000 people. The area is serviced by the Central Office in Grand Falls, which is staffed by a Regional Co-ordinator and a full-time Secretary. Services offered by the Central Regional ADDC Office include - Counselling Services, Public Education, Professional Training, Allied Youth Sponsorship, Information Centre and Employee Assistance Programs.

The Central Office operates with the support of the ADDC Regional Advisory Council, comprising of 16 volunteer members from the various central communities.

COMMUNITY SERVICES

- Counselling - available on a limited basis to individuals affected by drugs and alcohol problems. This is also supplemented with continuing liaison with other social agencies, medical services and treatment centres.
- Employee Assistance Programs - consultation and training are provided to employers and employees with the aim of achieving early intervention in situations where job performance is adversely affected by alcohol or drug problems.
- Professional Training - Inservice training programs are provided for staff of hospitals, nursing students, social agencies and school teachers.
- Education - lectures and workshops provided to various community groups, church groups, service organizations and adult education groups.
- Allied Youth - nine schools in the Central Region are involved in the Allied Youth Program. Several new schools are in the process of adopting this program.

HIGHLIGHTS

- Sponsorship of Drug Awareness Week in November 1982.
- Drug Awareness Workshops for Teachers.
- Continued growth in Allied Youth program.
- Close working relationships with all social agencies, A.A., Al-Anon and Al-Ateen.
- Increased media coverage and support.
- Considerable increase in demand for information and services from the public sector.

STATISTICS

Number of contacts/consultations	110
Number of lectures/seminars/workshops	19
Number of pamphlets distributed	11,355
Number of films loaned	46
Number of displays	5
Number of Allied Youth Posts sponsored	9
Number of students involved in Allied Youth	350

WESTERN REGION

The Western Region of the Alcohol and Drug Dependency Commission of Newfoundland and Labrador covers that area, of the province extending from Francoise on the South Coast, the entire West Coast, and that part of the Eastern Shore of the Great Northern Peninsula from Cape Bauld to Hampden. Included in this area are several key centres: Port aux Basques, Stephenville, Corner Brook, Deer Lake, Rocky Harbour/Woody Point and St. Anthony, as well as several smaller communities dotting the coastline. In total the population served cover some 120,000 people. The Regional Office is situated in Corner Brook, with one Regional Co-ordinator and one clerk/stenographer. A Regional Field Officer has been appointed for the region and will be situated in a satellite office of the Commission. This office will be in Stephenville and under the direction and supervision of the Regional Co-ordinator in Corner Brook. Counselling services, community development, prevention programs and public education is the prime focus of the region. The regional office, and in the future the satellite office provides services to the entire region.

TREATMENT

1. Counselling - is provided to those individuals whose lives have become adversely affected by alcohol and drugs. This includes both the individual affected as well as those who become involved in the problem due to their relationship with the individual ie. Spouse, family, employer, friends, etc. The office also assists in the referral of individuals to inpatient treatment facilities, when it is shown that the individual cannot avail of out patient counselling services. Also, we assist in the training of professionals in the area to enhance their abilities in dealing with the addicted individual or his/her family. This latter approach is attained through consultation, training seminars and workshops.

STATISTICS

Number of referral to inpatient facilities	-	2
Number of counselling sessions	-	131
Number of clients: Individual	-	29
: Family	-	4
Number of consultations	-	6

COMMUNITY SERVICES

1. Employee Assistance Programs - Consultation and training are provided to both employers and employees of private business and public agencies to assist in the development of this program. The ultimate goal is to achieve early intervention in those situations

where job performance is adversely affected by alcohol or drugs or other areas significant to the employee (eg. marital, financial, etc.)

2. Professional Training - Seminars and workshops are provided for all professional staff people in hospitals, social service agencies, etc., pertaining to the topic of alcohol and drugs. In addition, post secondary students receive lectures, workshops, etc., in the same areas.

3. School and Youth - Consultation is provided to both teachers and youth group leaders who wish to plan programs pertaining to the field of alcohol and drugs, and in addition, receive assistance with educational resource material wherever possible. On occasion, we have also been involved in classroom and group presentation on a very limited basis. Values clarification and decision-making skills, with the aim of promoting healthy lifestyles as well as a knowledge base, is encouraged here.

4. General Community Programs - Information is available to the public through phone-in requests, mail, public displays, and presentations to service groups, PTA's, church groups and any other organization on request.

5. Impaired Driving Programs - This program is presented on a limited basis in the region and is compulsory for those people convicted of drinking and driving offences. The major goal is to offer educational materials surrounding drinking and driving and help any individuals who wish assistance in the area of treatment.

6. Allied Youth - This is perhaps our major prevention program involving 11 posts and approximately 450 young people in the Western Region alone. The goal of this program is to provide a structure within which young people have an opportunity to become aware of the necessary knowledge and options for a healthy lifestyle and to develop essential positive life skills. In addition, values clarification, decision-making and leadership skills are also emphasized.

HIGHLIGHTS

1. Annual Drug Awareness Week held in November, the aim of which is to increase public awareness and concern surrounding the area of drug dependency.

2. Increased media coverage.

3. An annual Christmas campaign focusing on drinking and driving, how to host a party, etc.

4. Close working relationship with RCMP, A.A. and Al-Anon.

5. Development of regional resource library for public use.

6. Supervision of federally funded projects in specific communities dealing with specific addiction related needs.

STATISTICS

Number of lectures/seminars/workshops	-	43
- community and service groups	-	4
- professionals	-	14
- Allied Youth	-	14
- other	-	11
- Number of pamphlets distributed	-	5400
- Number of films viewed	-	88
- Number of displays/exhibits	-	2

LABRADOR REGION

The Labrador Region includes a geographic area from Forteau in the south to Nain in the north and west to Labrador City and Wabush, a vast territory which is only sparsely populated and much of which is accessible only by air. In the region, road travel is only possible for the twenty miles between Goose Bay and North West River.

The approximate population is 35,900 broken down in Happy Valley, Goose Bay and is staffed by one Regional Co-ordinator and one Clerk-Stenographer. The Co-ordinator is responsible for providing a service to the complete geographic area referred to and is requested to be available in several areas of the region for program delivering each month. Although the population served is relatively small, travel difficulties make the delivery of services very demanding. In addition, there is a diverse population being served, including native communities, coastal settler communities, a pre-dominantly military town and two large major-industrial centres. The needs of the different groups are unique and this demands adjustment of programs to suit those needs.

SERVICE DELIVERY

There are four major services provided in the Labrador Region, they being: (1) education, (2) treatment, (3) community organization and (4) operation of a resource library.

In the area of treatment, the regional staff are involved in counselling with dependent persons and their families; referral to other treatment options; and follow-up from recognized treatment programs. A large percentage of the counselling done is as a result of referrals from industries and major employers as well as government service agencies such as: Department's of Justice, Social Services and Health.

<u>Counselling, Sept./82</u>	<u>Counselling, Mar./83</u>	<u># of Cases Seen in Total</u>
4	12	29

In the operation of an information centre, the regional office makes available to the general public and special interest groups - books, films, slide presentations and audio and video tapes; as well there is free distribution of relevant literature and pamphlets on alcohol and drug issues.

Film Borrowings	-	23
Slide Borrowings	-	4
Audio-Visual Borrowings	-	8
Book Borrowings	-	14
Literature Distribution	-	4,050

In the area of community services, which includes education, public relations, and community organization, the following is the major program concentrations:

1. Employee Assistance Programs - promoting a consciousness and reaction in industry about the personal problems of workers that can interfere in the work-place in respect to safety, efficiency, work performance and attendance; coupled with training for supervisors and union personnel so that they can confront and offer help to those employees who are distressed.

Programs Initiated	-	1
Program Assisted	-	5
Training Sessions	-	2

2. Student Assistance Programs - promoting school administration policies and services in regard to enforcement, prevention, education, treatment, and follow-up for students who are distressed and may be involved in drug abuse.

Initiated	-	1
Assisted	-	2
Training	-	3

3. Juvenile Diversion Programs - offering education and treatment to those persons who have been arrested under the Narcotic Control Act and Liquor Control Act.

Persons Assisted	-	6
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4. Professional Development - involving training for nurses, social workers, medical personnel, teachers, and adult educators and consisting of one or two day workshops on alcohol and other drug issues.

Workshops	-	18
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5. Public Awareness activity including public workshops and speaking engagements, public displays of educational material, presentation to service groups and resource people and general media work and public relations.

Engagements	-	14
Displays	-	6
Media Spots	-	4

6. Sponsorship and co-ordination of the Allied Youth Movement as well as involvement in other youth groups, councils and leadership training.

7. Education and training sessions for parents groups including awareness of alcohol and other drug issues, P.E.T. and use of values clarification in parent-child relationships.

Session - 5

8. Community Mobilization and Organization on addiction matters including the promotion of voluntary groups in various Labrador communities.

ALLIED YOUTH REPORT

Donna Boulos, Acting Provincial Co-Ordinator

- September: Province-wide Membership Drive, Regional Post Presidents' Meetings, Provincial Project (carwash). Proceeds from this project, \$1500.00, were donated to the Cardiac Unit of the Janeway Health Centre.
- October: Provincial A.Y. Week (23rd-30th), to increase awareness of A.Y. in the Province. Activities included service projects such as community clean-ups.
- November: Approximately 25 Provincial A.Y.'ers and chaperones attended the International Conference in Keltie Lodge, N.S. Our honours included Most Outstanding International A.Y'er - Cathy Skinner; Best International Scrapbook - Mount Pearl Post #1012; International Vice-President - Annette Parsons; International Alumni President - Catherina Kennedy; International Alumni Secretary/Treasurer - Carol Moores.
- Drug Awareness Week (Nov. 22-28) involved participation by A.Y. Posts in display booths, publicity in schools, and drug-related education sessions at A.Y. meetings.
- December: Santa Claus Parade participation, carolling, hamper donations.
- January: Membership Drive, Regional Post Presidents' Meetings, Advisory Board Meeting and Provincial Executive Meeting.
- March: 20th Birthday of A.Y. in the Province (Mar.5th). Posts held special socials and parties; rallies, etc.
- April: Conference '83 (5th-9th). 200 A.Y.'ers participated in educational and social activities and elected the new Provincial Executive for 1983-84. Week concluded with an Advisory Board meeting, Banquet and Awards night.
- May: Provincial Executive training scheduled for May 7th in Gander.
- July: International A.Y. exchange program will occur during this month, involving exchange between American and Canadian A.Y.'ers.
- August: Annual A.Y. Leadership Camp in Pasadena, Aug.15th; to train new Post executives for upcoming year.

Also during the year, there were six Regional Rallies, several Post executive induction ceremonies and two newsletters. One more will be published prior to camp.

Some problems encountered:

- lack of A.Y. Posts in St. John's and area
- teachers' "lock-out" has stifled all A.Y. Activities since Easter. Unless meetings can be held and Post executives elected, Camp '83 and the new A.Y. year are in jeopardy.

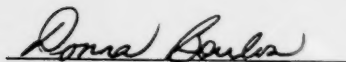
- government restraint has somewhat restricted communication between Provincial Executive and Posts.
- holding the Conference in St. John's brought some added concerns such as transportation but it all worked out fine.

Aims for the future:

- Develop A.Y. in the St. John's area through the creation of new Posts and revitalization of dormant ones.
- Hire an assistant to the Provincial Co-Ordinator who could perhaps act as Public Relations Officer in the schools, with the media, etc, in order to enhance A.Y.
- Increase Provincial communication through inter-regional travel, rallies, etc., particularly with Labrador.
- Increase public awareness through pamphlets, posters, slide presentations, media coverage, etc.

Overall, it has been a very successful A.Y. year. New Posts have developed and we anticipate a further increase from our 31 during the coming year. We have established an excellent reputation on the International level and have no doubt that this will be maintained. With the onset of Grade 12 in September, our executives will be slightly older and this is likely to have a positive effect on the operation of A.Y. on all levels.

Respectfully submitted,



Donna Boulos
Acting Provincial Co-ordinator

APPENDIX 1



CHAPTER 83

AN ACT TO ESTABLISH THE ALCOHOL AND DRUG DEPENDENCY COMMISSION OF NEWFOUNDLAND AND LABRADOR

(Assented to December 4, 1981)

Analysis

Section:

1. Short title
2. Definitions
3. Commission established
4. Membership
5. Term of office
6. Meetings, etc.
7. Quorum
8. Expenses
9. Duties of chairman
10. Vice-chairman
11. Duties of Commission
12. Powers of Commission

Section:

13. Staff
14. Public Service (Pensions) Act
15. Advisory committees
16. Reports
17. Financial year
18. Annual budget
19. Appropriation
20. Audits
21. Regulations
22. Commencement

Be it enacted by the Lieutenant-Governor and House of Assembly in Legislative Session convened, as follows:

Short title

1. This Act may be cited as The Alcohol and Drug Dependency Commission Act.

Definitions

2. In this Act

- (a) "alcoholism" means a chronic behavioural disorder manifested by the consumption by a person of alcoholic beverages to an extent that substantially interferes with his health or his ability to function in relation to his social and economic responsibilities;

- (b) "Commission" means the Alcohol and Drug Dependency Commission of Newfoundland and Labrador established by section 3;
- (c) "drug dependency" means a state of psychological or physical reliance, or both, on a chemical substance other than alcohol that alters mood, perception, consciousness, or behaviour to the apparent detriment of the person using the substance, or society, or both, resulting from the person using the substance other than under the supervision of a physician; and
- (d) "Minister" means the Minister of Social Services.

**Commission
established**

3. There is hereby established a corporation to be known as the Alcohol and Drug Dependency Commission of Newfoundland and Labrador.

Membership

4.(1) The Commission shall consist of a chairman and fourteen other members appointed by the Lieutenant-Governor in Council on the following basis, namely:

- (a) one member chosen from each of five regions of the province designated by the Minister;
- (b) one member who shall be an employee of the Department of Justice nominated by the Minister of Justice;
- (c) one member who shall be an employee of the Department of Education nominated by the Minister of Education;
- (d) one member who shall be an employee of the Department of Health nominated by the Minister of Health;
- (e) two members who shall be employees

Term of
office

of the Department of Social Services
nominated by the Minister of Social
Services; and

- (f) four members chosen from the
public at large.

(2) No person shall be appointed to the
Commission or shall be a member of the Com-
mission who is not a resident of the province.

5.(1) Initial appointments to the
Commission of members other than the chairman
shall be made on the following basis, namely:

- (a) the members appointed from the five
regions designated by the Minister
shall be appointed for a term of
three years;

- (b) the members appointed as represent-
atives of the Departments of Justice,
Education, Health and Social Services
shall be appointed for a term of
three years, subject to review within
that time period by the appropriate
minister; and

- (c) the four members chosen from the
public at large shall be appointed for
a term of five years.

(2) The chairman of the Commission shall
hold office for a term determined by the Lieu-
tenant-Governor in Council.

(3) Subject to subsections (1) and (4),
members of the Commission, other than the
chairman, shall be appointed for a term of
three years and may be re-appointed but shall
not hold office for more than two consecutive
terms.

(4) When a member of the Commission is
unable to perform the duties of the office, the
Lieutenant-Governor in Council may appoint a
substitute member for the balance of the term
of the member replaced.

(5) A member of the Commission holds office during good behaviour.

Meetings, etc.

6.(1) The Commission shall hold at least four meetings in a year.

(2) The chairman may call a meeting of the Commission at any time and shall call a meeting when requested to do so by the Minister or by not less than five members of the Commission.

(3) The Commission may make rules governing procedure at meetings and the administration of its affairs.

(4) The Commission may appoint to a committee of the Commission a person who is not a member of the Commission.

Quorum

7. A majority of members of the Commission constitutes a quorum.

Expenses

8. Members of the Commission shall serve without reimbursement other than

(a) such remuneration for each meeting of the Commission a member attends; and

(b) such disbursements for expenses necessarily incurred by a member in connection with the work of the Commission,

as may be prescribed by the Lieutenant-Governor in Council.

Duties of
chairman

9.(1) The chairman is the chief executive officer of the Commission and shall direct the activities of the Commission and co-ordinate its work.

(2) Notwithstanding section 8, the chairman shall be paid an annual salary to be fixed by the Lieutenant-Governor in Council by regulation.

Vice-chairman

10.(1) The Commission shall elect from its members a vice-chairman.

(2) When the chairman is unable to exercise the powers and duties of chairman, the vice-chairman shall act in place of the chairman and subsection (2) of section 9 applies to the vice-chairman as may be appropriate in the circumstances.

Duties of
Commission

11. The Commission shall

(a) sponsor, conduct and promote programs for

(i) treating and rehabilitating persons suffering from alcoholism or drug dependency,

(ii) controlling problems related to the consumption of alcohol and other drugs, and

(iii) disseminating information respecting the nature and effects of alcoholism and drug dependency and respecting the recognition, prevention and treatment of alcoholism and drug dependency;

(b) sponsor, conduct and promote programs of research into

(i) the prevention of alcoholism and drug dependency,

(ii) the treatment and rehabilitation of persons suffering from alcoholism or drug dependency, and

(iii) the medical and social effects of the consumption of alcohol and other drugs; and

(c) co-ordinate the activities of all other government-funded agencies that deal

1981

The Alcohol and Drug Dependency
Commission Act

Chapter 83

with problems related to the consumption of alcohol and other drugs.

Powers of
Commission

12.(1) The Commission may

- (a) establish, conduct, manage and operate clinics and centres for the reception, observation and treatment of persons suffering from alcoholism or drug dependency;
- (b) enter into agreements with hospitals and other institutions for the accommodation, care and treatment of persons suffering from alcoholism or drug dependency;
- (c) enter into such other agreements with any person, association, agent or commission as may be necessary for or incidental or conducive to the carrying out of any or all of the objects of the Commission; and
- (d) do all such other matters and things as may be necessary or desirable for exercising the powers conferred by this Act or any powers incidental thereto.

(2) Subject to the approval of the Lieutenant-Governor in Council, the Commission may acquire assets and property both real and personal by way of purchase, lease, grant, hire, exchange or otherwise and dispose of such property by any means whatsoever.

Staff

13.(1) Subject to the approval of the Minister, the Commission may employ

- (a) an executive director of the Commission; and
- (b) such other employees as are deemed necessary by the Commission for the purposes of this Act.

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Commission Act

Chapter 83

Public Service
(Pensions) Act

Advisory
committees

Reports

Financial
year

Annual
budget

(2) The executive director and any other persons employed by the Commission shall be paid such salaries and expenses as may be fixed by the Commission with the approval of the Lieutenant-Governor in Council.

14. The Public Service (Pensions) Act applies to the chairman and any person employed pursuant to section 13.

15.(1) Subject to the approval of the Minister, the Commission may appoint advisory committees for different regions of the province to assist it in carrying out the objects of this Act.

(2) The Commission may make rules governing the establishment and activities of any advisory committee established under subsection (1).

16.(1) On or before the thirtieth day of June in each year the Commission shall prepare and submit to the Minister a report of its operations during the immediately preceding financial year.

(2) In addition to the report prepared under subsection (1) the Commission shall prepare such other reports as the Minister may from time to time require.

17. The financial year of the Commission is from the first day of April to the thirty-first day of March in each year.

18.(1) Not later than the thirty-first day of December in each year the Commission shall prepare, adopt and submit to the Lieutenant-Governor in Council through the Minister a budget containing estimates of all amounts required during the forthcoming financial year.

(2) In each budget prepared under subsection (1), there is to be set out, in such detail and form as the Minister may prescribe, the estimated revenue and expenditures of the Commission in respect of the financial year for which the budget is prepared.

1981

The Alcohol and Drug Dependency
Commission Act

Chapter 83

(3) The Lieutenant-Governor in Council may approve or alter any budget submitted to him by the Commission.

Appropriation

19. The expenses of the Commission shall be defrayed out of moneys appropriated therefor by the Legislature.

Audits

20. The Auditor General shall audit the accounts of the Commission and may call for and shall be supplied by the Commission with all the books and vouchers that he deems necessary in order to prepare the audit.

Regulations

21. The Commission, with the approval of the Lieutenant-Governor in Council, may make such regulations as are necessary for carrying out the provisions of this Act.

Commencement

22. This Act comes into force on a day to be proclaimed by the Lieutenant-Governor in Council.

David C.B. Dawe, Queen's Printer

APPENDIX 2
MANDATE AND PHILOSOPHY OF THE
ALCOHOL AND DRUG DEPENDENCY COMMISSION

MANDATE:

Overall: To co-ordinate a cohesive approach to addressing alcohol and drug related problems throughout Newfoundland and Labrador.

- Specifics:
1. To co-ordinate the activities of all Government funded agencies dealing with drug dependency.
 2. To gather data about the current status of the alcohol and drug abuse problem in this province; to identify factors which lead to substance abuse; and to be cognizant of the successes and failures in treatment and prevention elsewhere.
 3. To plan, implement and evaluate new treatment programs and services which will reduce the negative human and financial consequences of current substance abuse.
 4. To initiate traditional and innovative education programs to prevent future alcohol and drug abuse, particularly amongst young people.
 5. To encourage and assist existing community programs and activities related to drug dependency to operate at maximum efficiency and benefit.
 6. To serve as a catalyst to highlight current addictions issues so that program policies may be undertaken by relevant bodies to deal appropriately with the ADDC's recommendations.

7. To act as advisor and consultant to Government to aid their policy and decision making regarding these issues.

8. To enable and encourage staff and involved volunteers to acquire ongoing training in addictions.

PHILOSOPHY

To develop long term vision which continues to adapt to changing needs as well as being involved in short term (ongoing) planning and projects which demonstrate steady progress.

To provide a wholistic system of treatment and rehabilitation for people suffering from alcohol and drug abuse rather than simply treating their dependency problem.

To help build healthy attitudes leading to a positive, dependency-free lifestyle, especially for young people in their formative years.

To work in close co-operation with other community agencies who deal with substance abuse problems.

To utilize the knowledge and experience that has already been developed across Canada, the United States and internationally.

To seek innovative, as well as traditional approaches, in the field to most appropriately meet our province's needs.

To involve the community in our planning and activities as much as possible, when appropriate.

To maintain a high profile to keep people informed about our activities and policies.

APPENDIX 3

ALCOHOL AND DRUG DEPENDENCY COMMISSION
OF NEWFOUNDLAND AND LABRADOR

COMMISSION MEMBERS

Representing

Member

St. John's Region
Eastern Region
Central Region
Western Region
Labrador Region
Member at Large
Member at Large
Member at Large
Department of
Education
Department of
Health
Department of
Justice
Department of
Social Services
Department of
Social Services
Native Population
Youth

Mr. Ralph Davis
Father Gregory Pumphrey
Dr. Thomas Cantwell
Mrs. Doreen Chaulk
Mrs. Judy McGrath
Mr. James. O'Mara
Rev. Wallace Baker
Ms. Audrey Manning
Ms. Tanya Trembley

Dr. Robert Williams

Mr. Herbert Buckingham

Mr. Freeman Compton

Mr. Calvin Payne

Ms. Cathy Lane
Ms. Cathy Skinner

APPENDIX 4

ALCOHOL AND DRUG DEPENDENCY COMMISSION
OF NEWFOUNDLAND AND LABRADOR

DIVISION OF REGIONAL SERVICES

ADDC - Eastern Region
General Delivery
Harbour Grace, NF
AOA 2M0

Regional Co-ordinator: B. Clarke
Secretary: D. Lynch

ADDC - Central Region
PO Box 724
Grand Falls, NF
A2A 2K2

Regional Co-ordinator: B. Pye
Secretary: S. Thomas

ADDC - Western Region
PO Box 684
Corner Brook, NF
A2H 6G1

Regional Co-ordinator: D. Dolomount
Secretary: M. Feltham

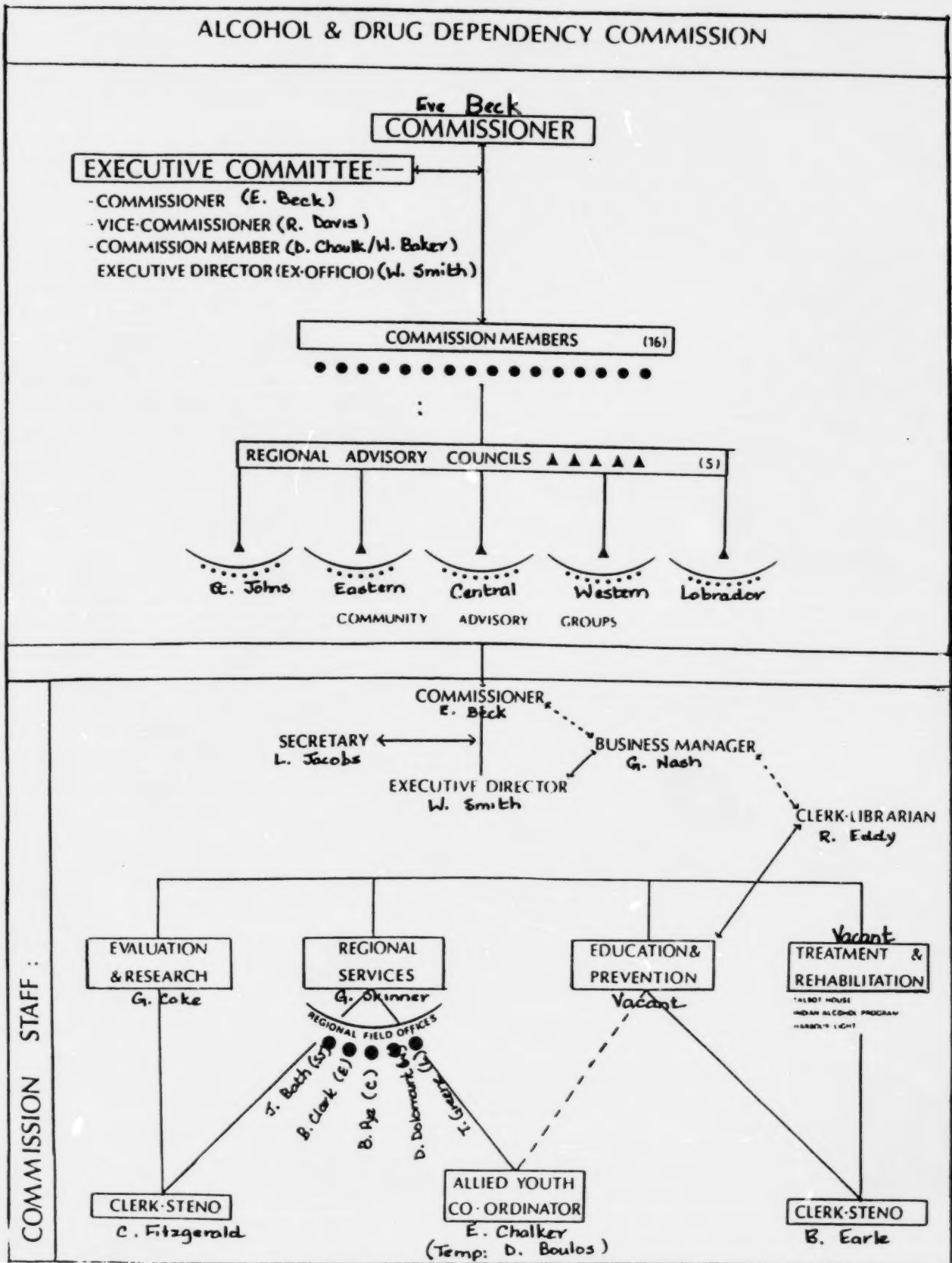
ADDC - Labrador Region
PO Box 394
Happy Valley, Labrador
AOP 1C0

Regional Co-ordinator: T. Greene
Secretary: J. Pope

ADDC - St. John's Region
PO Box 4554
St. John's, NF
A1C 6C8

Regional Co-ordinator: J. Bath
Secretary: L. Penney

ALCOHOL & DRUG DEPENDENCY COMMISSION



APPENDIX 6

MEMBERS - ST. JOHN'S REGION ADVISORY COUNCIL

Barbara Avis	St. John's
Dr. Mike Holosko	St. John's
Margaret O'Brien	St. John's
John Harnett	St. John's
Neil Quigley	St. John's
Cloie Healey	St. John's
Dr. Keith Noble	St. John's
Pat Ralph	St. John's
Gerri Butland	St. John's
Bren Rumsey	St. John's
Ann Kennedy, R.N.	Trepassey
Dr. Peter Morry	Ferryland
Fr. James Hickey	Portugal Cove
Constable R. Churchill	St. John's

MEMBERS - EASTERN REGION ADVISORY COUNCIL

Ed Abbott

David Andrews

Doug Hayter

Dr. M. W. McManon

Terry Murray

Mike Devine

Albert Dober

Beverley Jay

Victor Lundrigan

Clarkes Beach

Bay Roberts

Clareville

Carbonear

Bonavista

St. Mary's

Marystown

Carbonear

Marystown

MEMBERS - CENTRAL REGION ADVISORY COUNCIL

Wayne King	Grand Falls
Judge A.S. LeGrow	Grand Falls
Joe Tremblett	Grand Falls
Sandra Wheeler	Grand Falls
Mary Ann Murphy	Grand Falls
Eugene Hickey	Grand Falls
Don Brett	Grand Falls
Reg Earle	Gambo South
Edward Smith	Springdale
Donna Fudge	Fogo Island
Sandra Collier	Bay D'Espoir
Doug Tucker	Bishop's Falls
Rupert Short	Lewisporte
Helen Hunter	Traytown
Rev. Harvey Bullen	Gander
Bill Luby	Windsor
Sister Bouzane	Buchans
Mildred Budgell	Baie Verte
Brian Adams	Botwood
Sylvia Case	Lewisporte

MEMBERS - WESTERN REGION ADVISORY COUNCIL

Constable T. Smith

Ethel Dempsey

Wanda Gillis

Monica O'Brien

Brenden Croskery

John Campbell

Sheldon McBrierty

Diane Finn

Mike Ryan

Barbara Chaulk

Jim Pendergast

Karen House

Rose Staples

Norm Martin

James Savory

Yvonne Besso

Nancy Elliot-Pike

Corner Brook

St. Anthony

Codroy

Burgeo

Port aux Basques

Port aux Basques

Deer Lake

Corner Brook

Pasadena

Stephenville

Corner Brook

Corner Brook

Corner Brook

Bonne Bay

Port aux Basques

Stephenville

Stephenville

MEMBERS - LABRADOR REGION ADVISORY COUNCIL

Bart Jack	Sheshatshit
Dr. Maureen Baikie	Northwest River
Isobel Rumbolt	St. Lewis
Ruth Flowers	Mokkovik
Sarah Howell	Cartwright
Stanley Pike	Red Bay
John Anderson	Nain
Alvin Banfield	Labrador City
Capt. W. Noble	Labrador City
Ernest Condon	Wabush
Anna Brophy	Labrador City
Evelyn Jubber	Labrador City
Wayne Penney	Happy Valley
William Nolan	Goose Bay
Brian Campbell	Goose Bay
Frank Peters	Happy Valley



**Alcohol & Drug
Dependency
Commission of
Newfoundland
& Labrador**

Provincial Office: 5th Floor, Royal Trust Building, St. John's, Newfoundland, A1C 1B1, (709) 737-3600

APPENDIX 7

ROLE OF THE REGIONAL ADVISORY COUNCIL

- To share ideas and concerns about alcohol and drug abuse in your region and formulate action plans and program ideas which would fill the needs.
- To convey these ideas to the Alcohol and Drug Dependency Commission for consideration when they are setting policies and establishing program guidelines.
- To explore various sides of an issue with the Commission when differing points of view arise, so that the ~~Commission members~~ can make the most informed decisions possible.
- To assist the Alcohol and Drug Dependency Commission in implementing strategies and programs they have decided to put in place throughout the province suggesting appropriate adaptations for each region.
- To ensure a two-way flow of ideas and reactions - ie., to respond to the Commission's request for input and action, and to feed to the Commission the Region's needs and concerns.

St. John's Region,
P. O. Box 4554,
St. John's,
Newfoundland,
A1C 6C8
(709) 579-4041

Eastern Region,
General Delivery,
Harbour Grace,
Newfoundland,
A0A 2M0
(709) 596-3982

Central Region,
P. O. Box 724,
Grand Falls,
Newfoundland,
A2A 2K2
(709) 489-3986

Western Region,
P. O. Box 684,
Corner Brook,
Newfoundland,
A2H 6G1
(709) 634-4506

Labrador Region,
P. O. Box 394,
Goose Bay,
Labrador,
A0P 1C0
(709) 896-5303

(10 February 1983)

APPENDIX 8

ALCOHOL AND DRUG DEPENDENCY COMMISSION

MEDICAL ADVISORY COMMITTEE

Executive Committee:

Chairman:

Dr. Clive Mellor
Psychiatry
Health Science Centre
Prince Phillip Drive
St. John's, NF
Telephone: 737 6650

Vice-Chairman:

Dr. Clarence H. Pottle
4 Bonnycastle Crescent
St. John's, NF
Telephone: 726 6961

Secretary:

Dr. Bob Bartlett
Outpatients Department
Health Science Centre
Prince Phillip Drive
St. John's, NF
Telephone: 737 6335

Executive Member:

Dr. John M. Ross
Family Practice
Health Science Centre
Prince Phillip Drive
St. John's, NF
Telephone: 737 6665

Executive Member:

Dr. Gordon Noseworthy
Public Health Division
Department of Health
Confederation Building
St. John's, NF
Telephone: 737 3925

Ex-Officio:

Eve Beck, Commissioner
Alcohol & Drug Dependency
Commission

or

B. Wayne Smith
Executive Director
Alcohol & Drug Dependency
Commission

Telephone: 737 3600

Page 4, The Evening Telegram, Tuesday, September 14, 1982



The Alcohol and Drug Dependency Commission (ADDG) of Newfoundland and Labrador is beginning to get its work into high gear following its second quarterly meeting held in St. John's recently. The commission will soon be officially opening five regional offices in the province. Members of the commission include, (l-r) seated: Wayne Smith, executive director; Doreen Chaulk, Corner Brook psychiatric nurse executive committee member; Eve Beck,

chairperson; Ralph Davis, vice-chairperson; and Herbert Buckingham, department of justice. Standing: Tanya Tremblay, department of education; Rev. Wallace Baker, St. John's; Freeman Compton, assistant deputy minister, department of social services; Judy McGrath, Happy Valley, Labrador; Cathy Skinner, Port aux Basques, provincial Allied Youth president; Cathy Lane, Labrador Inuit Association, native representative; Dr. Robert

Williams, associate deputy minister, department of health; Dr. Tom Cantwell, Grand Falls psychiatrist; and Calvin Payne, Harbour Grace, regional social services director. Also attending the meeting but missing from photograph were Audrey Manning, Lumsden; James O'Mara, St. John's, secretary-registrar, Newfoundland Pharmaceutical Association; and Fr. Gregory Pumphrey, Roman Catholic Parish Priest at Colliers.

Members at Large:

Dr. Tom Cantwell
Psychiatrist
Central Newfoundland
Regional Health Centre
Grand Falls, NF
A2A 2E1

Telephone: 292 2248

Dr. Allan Frecker
48 St. Clare Avenue
St. John's, NF

Telephone: 579 4465
778 3111

Dr. Jean Griffin
Director of Staff Health
Health Science Complex
St. John's, NF

Telephone: 737 7198

Dr. M. W. Hogan
251 Hamilton Avenue
St. John's, NF

Telephone: 579 4074

Dr. Peter Morry
Baltimore Medical Clinic
Cape Broyle
Newfoundland

Telephone: 432 2342

Dr. Delores Doherty
Dept. of Health
Public Health Services Bldg.
PO Box 4750
Forest Road
St. John's, NF
A1C 5T7

Telephone: 737 3440

Dr. Keith Noble
722 Water Street
St. John's, NF

Telephone: 722 6090

Dr. Howard Strong
Director of Mental Health
Department of Health
Confederation Building
St. John's, NF

Telephone: 737 3657

Dr. James A. Barrowman
Gastroenterologist
Health Science Centre
Prince Phillip Drive
St. John's, NF

Telephone: 737 6546

Dr. Robert Williams
Associate Deputy Minister
Department of Health
Confederation Building
St. John's, NF

Telephone: 737 3126

Dr. Bill Bavington
Dept. of Community Medicine
Faculty of Medicine
Memorial University of
Newfoundland
St. John's, NF

Telephone: 737 7353

Executive director of ADDC appointed

Wayne Smith, a social work graduate of Memorial University, has been appointed as executive director of the Alcohol and Drug Dependency Commission (ADDC) social service minister Tom Hickey has announced.

For the past two years, Mr. Smith has held the position of consultant in alcohol and drug abuse with the rehabilitation division of the department of social services.

As executive director, he will be responsible for the administration of commission's recruitment and supervision of senior staff and budgetary matters.

Meanwhile, the first meeting of the ADDC took place July 15 and initial planning for the commission's activities has begun under chairperson Eve Beck.

Preliminary planning of the commission included consolidation of the Alcohol and Drug Addiction Foundation into the new commission's activities and assessment of the budgetary needs of private agencies dealing with addiction matters.

It is the ADDC's mandate to conduct a needs assessment of all matters relating to alcohol and drug abuse in the province and then plan a strategy for dealing with associated problems. Part of the commission's mandate is to ensure regional input by way of community-based committees, which would communicate to the commission through an official regional advisory structure.



WAYNE SMITH

All regions of the province have representation on the commission, as well as senior management representation from the departments of social services, education, health and justice.

The executive committee will finalize location of headquarters and other administrative details in the coming weeks.

The next official meeting of the commission will be held in September.

Executive director appointed to drug dependency commission

The Alcohol and Drug Dependency Commission (ADDC) of Newfoundland and Labrador held its first meeting recently and initial planning for its activities has officially begun, says chairperson Eve Beck.

Beck, a native of Montreal who has been in the province for the past 15 years, was appointed by Tom Hickey, provincial Social Services Minister, in early June. She had held a number of health/education positions in the province and at the time of her latest appointment was program development supervisor at Memorial University's Extension Service.

She has also worked with various provincial and national groups who are involved in the field of addictions.

Meanwhile, Hickey announced Friday, in conjunction with the ADDC, that Wayne Smith, former consultant in alcohol and drug abuse with the social services

department, has been appointed executive director of the commission.

Smith, who graduated from Memorial University in 1970 with a bachelor of arts degree in social work, has held various positions with the Alcohol and Drug Addiction Foundation (ADAF), including provincial co-ordinator, and has worked with the correctional services division of the solicitor-general's department.

The ADAF now has become part of the new commission.

Hickey said Smith will be responsible for the administration of the commission, recruitment and supervision of senior staff and budgetary matters. He will also be responsible for ensuring that agencies funded by the ADDC function within the overall objective of the commission.

Beck said Friday that at the commission's first meeting, an executive committee was set up with herself as chairperson, E. Ralph Davis of St. John's as vice-chairperson, and Doreen

Chaulk, a Corner Brook psychiatric nurse as committee member.

The ADDC's executive director will serve as an ex-officio member of the executive committee.

Beck said preliminary planning of the commission included consolidation of the ADAF into the commission's activities and assessing the budgetary needs of private agencies dealing with addiction matters.

She said it is the ADDC's mandate to conduct a thorough needs assessment of all matters relating to alcohol and drug abuse in the province and plan a cohesive strategy for dealing with associated problems.

Part of the commission's thrust, she said, is to ensure regional input by way of community-based committees communicating to the ADDC through an official regional advisory structure.

EVENGING TELEGRAM JULY 26/82

EVE TEL. Sat. July 24/82

Commission is escalating fight against alcohol and drug abuse

Five regional offices of the Alcohol and Drug Dependency Commission (ADDC) of Newfoundland and Labrador will be officially opened within the next month or two, Eve Beck, chairperson of the commission said Monday.

The opening of offices at Corner Brook, Grand Falls, Goose Bay and Harbour Grace, as well as St. John's, was one of the main topics of discussion at the ADDC's second quarterly meeting held in St. John's Sept. 18, Beck said. The sessions were held at the commission's St. John's office on the fifth floor of the Royal Trust building.

Each of the five offices will have a regional co-ordinator and some support staff initially, Beck said. She added that it is eventually planned to have additional staff, including counsellors, field workers and possibly research assistants, at the offices as well.

The commission is currently in the process of arranging for the official appointment of the five regional co-ordinators and they will meet in St. John's with senior officials of the ADDC Sept. 21-22.

It is the mandate of the commission to encourage volunteers at the community level to become actively involved in ADDC programs, said Beck, and therefore advisory councils will be established in each of the five regions.

Into these councils will be fed input from many voluntary community groups in each region. This network will help to ensure that the ADDC is kept well informed of the issues and needs at the local level.

Also discussed at the recent meeting, Beck said, was the work being done on preparation of a five-year plan of priorities and a one-year plan dealing with areas where more immediate action is required.

She said these plans were extensively discussed at the meeting and "we now have the main elements together."

MORE WORK NEEDED

The plans need some further work, she said, but it is hoped to have them near to completion in time for the commission's next meeting, at the St. John's office, Dec. 1-3. It will then be a matter of putting on the finishing touches and the commission should be in position to

publicly release the plans early in the new year, said Beck.

The ADDC is currently finalizing its central office staff, with about 15 already in place and five more to be appointed.

The present staff, in addition to Beck, includes Wayne Smith, executive director; George Skinner, acting director of regional services and Ellen Chalker, co-ordinator for Allied Youth, as well as secretaries and other support staff.

Beck said Gordon Nash, a former employee of the provincial department of social services, will begin employment Sept. 23 as the commission's business manager.

Three directors for regional services; treatment and rehabilitation; and prevention and education; as well as a co-ordinator of research and evaluation will be officially appointed shortly.

Beck said the commission now is finalizing plans as well for a wide variety of activities to be held during Drug Awareness Week, which is to be observed by the four Atlantic provinces Nov. 23-28. It is hoped this project will eventually be

carried out on a national scale, she said.

A special proclamation declaring this year's Drug Awareness Week will be signed by the premiers of the four Atlantic Provinces.

Beck said plans are being made for many activities to be held during the week involving industry, schools, institutions and service organizations. There will be special lapel buttons and stickers, poster contests, media coverage and speaking engagements and it is hoped the churches will also participate, she said.

Themes for the week will be Drug Use: A Community Concern.

At the same time, said Beck, the ADDC is making plans to work with Lions Club International whose overall theme for 1983 is Drug Awareness. She said the organization asked the commission to work with it during the year on various programs and activities.

"This is great. It's the sort of partnership we're looking for," Beck stated.

TV PROGRAMS

Another project the commission is working on involves the production of a number of brief television programs on addiction for Memorial University's ETV series, You and I — Living and Learning.

In addition to that, said Beck, the former Alcohol and Drug Addiction Foundation (ADAF) — which now has become part of the commission — recently completed production, in conjunction with the media section of MUN's extension service, of a 20-minute film depicting a lifestyle involving the use and abuse of alcohol.

The locally-produced film

has been getting national recognition and the National Film Board wants to add it to its supply of films, she said. It has also been entered into a regional and a national film festival, and it has received the recommendation of the department of national health and welfare.

Stating that there are a number of messages woven into the film, Beck added, "It packs a wallop, and is a good springboard for discussion."

She said the commission has a number of copies of the film on hand and those wishing to borrow it can do so by contacting the ADDC.

Beck said the commission's long-term plans will hopefully include development of a resource centre which could work on additional films, as well as slides and a variety of written material.

There now are dependency commissions in all provinces, said Beck, and while there is no one overall group, the various provincial groups usually participate in some of the activities of such organizations as the Canadian Addictions Foundation, a national voluntary group of professionals; and the Canadian Subcommittee on Alcohol and Drug Problems, which is a body established by an advisory group on health promotion set up by the federal minister of health.

Beck and executive director Wayne Smith will attend a meeting of the subcommittee to be held in Edmonton, Alta., Nov. 3-5.

Also, Ellen Chalker, the ADDC's Allied Youth co-ordinator, will attend an Allied Youth International conference in Nova Scotia in November.

Commission membership

Members of the Alcohol and Drug Dependency Commission (ADDC), in addition to chairperson Eve Beck, include five regional representatives: Ralph Davis, St. John's; Father Gregory Pumphrey, Roman Catholic Parish Priest, Colliers, C.B., eastern; Dr. Thomas Cantwell, Central Newfoundland Hospital, Grand Falls, central; Mrs. Doreen Chauk, psychiatric nursing instructor, Western Memorial Hospital, Corner Brook, western; and Mrs. Judy McGrath, chairperson,

Labrador Alcohol and Drug Advisory Council, Goose Bay, Labrador.

Members at large on the commission include: Calvin Payne, regional director, social services department, Harbour Grace; Herbert Buckingham, solicitor, justice department; Freeman Compton, assistant deputy minister, social services department; Dr. Robert Williams, medical consultant, health department; Tanya Trembley, home economics consultant, education department; Audrey Manning, Lumsden; Rev. Wallace Baker, Cochrane Street United Church, St. John's; James O'Mara, St. John's, registrar, Newfoundland Pharmaceutical Association; and the president of Allied Youth of Newfoundland, who currently is Cathy Skinner of Port aux Basques.

The commission is currently working with the native population with regard to appointment of a representative of those groups.

The commission has established a three-person executive committee under the chairmanship of Beck, with Davis as vice-chairperson and Chauk as member.

The Evening
Telegram

July 31, 1982

Commission will direct fight against alcohol, drug problem

Eve Beck, a program development supervisor with Memorial University's Extension Services, has been appointed to chair the Alcohol and Drug Dependency Commission of Newfoundland and Labrador.

Six months after Bill 109 was passed in the House of Assembly to establish the commission, Social Services Minister, Tom Hickey announced Monday. The commission is now in operation.

When the bill was being debated in the house last year, Hickey said the per capita consumption of alcohol in the province has increased from 1.3 gallons in 1970 to 2.4 gallons in

1978. At that time, researchers said by 1983 the province would exceed the national average consumption by 2.5 gallons.

Hickey also said teenage drinking in Newfoundland increased by 90 per cent between 1970 and 1978 and that alcohol addiction was increasing at a rate of seven per cent per year. He said an estimated 10 per cent of Newfoundland adults suffer from alcohol-related disabilities and that 500 persons in the province died from alcohol-related conditions in 1980, 100 of whom died from cirrhosis of the liver.

Social agencies having to deal with the results of alcoholic problems endorsed the move to set up a

commission at the close of 1981. Agency representatives said at that time official recognition of alcoholic problems in Newfoundland society was an important step toward a solution. The agencies have been asking government for years to set up a commission to handle research and educational programs.

BUDGET RAPPEL
The minister's announcement of a budget of \$1.3 million for the new commission drew criticism from Garfield Warren (L-Torngat Mountains), opposition social services critic. Warren said the amount is "only a drop in the bucket" when compared to the expected \$55 million government will get

this year from the sale of alcohol in this province. According to the budget, the province expects to get more than \$59 million from alcohol sales.

In accordance with the new bill, 14 persons representing members of the province will be members of the commission. They are: Ralph Davis, St. John's region; Fauber Gregory, Pumphrey, eastern region; Dr. Thomas Cantwell, central region; Mrs. Doreen Cantwell, western region; Mrs. Judy McGrath, Labrador region; Members at large: James O'Mara; Rev. Wallace Baker; Audrey Manning; Department of Education; Tanya Tremblay; Department of Health; Dr. Bob Williams; Justice Department; Herbert Buckingham; Social Services Department; Freeman Compton and Calvin Payne.

The minister said one other person will be appointed member at large after consultation with native groups of Labrador. He said an invitation has been sent to the provincial president of Allied Youth to attend meetings as a non-voting delegate, and said he hoped to have legislation amended in the fall to include the Allied Youth president as a voting member of the commission.

STAFF REMAINS

Hickey said persons now employed with the Alcohol and Drug Foundation, which is funded by provincial grants, will remain in their positions and carry on their current work for the commission.

He said existing agencies, such as the Salvation Army Harbour Light and Talbot House, and Alcoholic Anonymous will now work in conjunction with the commission and not with the Social Services Department as in the past.

Hickey said the 1982 budget will allow for the immediate spending of \$500,000 in the identification of needs, treatment and rehabilitation, prevention, education awareness and community and outreach programs. He said the new approach will attend to the problems of women and youth, who have until now been at the periphery of services rendered.

The commission will be answerable to the Minister of Social Services and will not be reimbursed for their work on the commission. Remuneration for meetings and other expenses can be decided by the commission without referring to the house of Assembly but will need the approval of cabinet.

An executive director for the commission is expected to be named by the members of the commission in consultation with the Social Services the social services minister.

The Evening Telegram
June 10, 1982

The Daily News

February 22, 1983

Group opposes lifestyle advertising of alcohol

The Alcohol and Drug Dependency Commission (ADDC) is, in principle, against lifestyle advertising, particularly when it is directed toward youth.

In a press release, the ADDC announced that it was opposed to the lifestyle advertising technique, which connects an individual's success with the consumption of alcohol.

Lifestyle advertising in the ADDC's opinion presents a

"Utopian setting" and somehow suggests that "entry into this scene is possible by the ever present use of beverage alcohol."

Many other commercials, which are displayed through the electronic and print media, use the lifestyle advertising technique but the ADDC is particularly concerned with alcohol advertising.

Toothpaste and cosmetics are just some of the products which are advertised using

the lifestyle technique.

The group says that the issue is complicated when the item advertised is alcohol, "a mood modifying drug, where addiction and or dependency can be a consequence of misuse."

The ADDC will hold a provincial seminar to discuss the issue and to make recommendations for methods of change in federal or provincial broadcasting legislation on the subject.

ADDC members attend course

Three members of the Alcohol and Drug Dependency Commission (ADDC) recently attended a week-long course on Employee Assistance Programming in Halifax.

The course was sponsored by the Canadian Labor Congress and was held during the week of Jan. 24 to 28.

Joe Bath, St. John's regional co-ordinator;

Terry Greene, Labrador regional co-ordinator; and George Skinner, director of regional services, attended the course.

The primary purpose of the course was to train individuals working in the area of employee assistance programs in the latest skills and knowledge pertaining to employee assistance.

ADDC host first community forum

The Alcohol and Drug Dependency Commission (ADDC) will host its first community forum on May 17, in St. John's.

The purpose of the forum is to share the goals and objectives of the ADDC with the community in an effort to create stronger and more permanent links between social-health related groups

and the ADDC.

A session will be devoted to a discussion about some of the contentious issues which the commission must address such as advertising of beverage alcohol, drinking and driving while impaired, raising the legal drinking age, controlling prescription drug abuse, liquor license accessibility and the legal aspects of marijuana use.

Participants will be encouraged to offer their feedback and opinions as well as plan to get more involved in ADDC's activities in the future.

Invitations are being issued to community agencies and concerned individuals. Persons interested in attending may call 737-3600 before May 10.

Evening Telegram - April 25, 1983

Addiction group province-wide following year of organization

The Alcohol and Drug Dependency Commission (ADDC) of Newfoundland and Labrador now has a province-wide structure in place, with five regional councils established each with its own regional co-ordinator.

The 14-member commission, under the chairmanship of Eve Beck, was set up by the provincial government in June, 1982. Since then the ADDC has spent a considerable amount of time and effort building up its full-time and volunteer staff, as well as working on ways and means of striving for its aims and objectives both in the short and the long term.

The commission has a paid staff of 10 people at its provincial headquarters office on the fifth floor of the Royal Trust Building, in St. John's. The five regional co-ordinators, all of whom are trained counsellors,

are also full-time staff.

Each of the regional councils has a membership of around 14-15, and it is hoped that eventually each will have a field officer in addition to the regional co-ordinator.

The field officer will assist the co-ordinator and free him up for more counselling and similar work.

One field officer has been appointed to date, for the western region, and she is Carolyn Reid, a native of St. John's, who will work out of a Stephenville office when she begins her duties April 25.

HOPE TO EXPAND

Beck said it is hoped that eventually the commission's network through the province will expand to include advisory councils in each region to work with and assist the regional councils.

The commission itself

already includes a representative from each of the five regions - St. John's, eastern, central, western and Labrador.

The St. John's regional office is located at 3 Blackmarsh Rd., and the chairman is John Harnett, while the regional co-ordinator is Joe Bath.

The chairmen and regional co-ordinators, respectively, for the other four regions include David Andrews, Bay Roberts; Bev Clarke, eastern; Doug Tucker, Grand Falls; Betty Pye, central; Mike Ryan, of the Corrections Services of Canada, Corner Brook; Debbie Dolomount, western; and Wayne Penney, department of social services, Happy Valley, Terry Greene, Labrador.

The regional representatives on the ADDC include Ralph Davis, St. John's, who is the commission's vice-chairman; Rev. Gregory Pumphrey,

Roman Catholic Parish Priest, Colliers, eastern; Dr. Thomas Cantwell, Central Newfoundland Hospital, Grand Falls, central; Mrs. Doreen Chauk, psychiatric nursing instructor at the Western Memorial Hospital, Corner Brook, western; and Mrs. Judy McGrath, chairperson, Labrador Alcohol and Drug Advisory Council, Goose Bay, Labrador.

Other members of the commission are Rev. Wallace J. Baker, Herbert Buckingham, Freeman Compton, Cathy Lane, Audrey Manning, James J. O'Mara, Calvin Payne, Cathy Skinner, Tanya Tremblay and Dr. Robert Williams.

Wayne Smith is executive director and George W. N. Skinner is director of regional services.

The Evening Telegram
April 22/83

Contentious issues will be discussed at public forum on alcohol and drugs

The Alcohol and Drug Dependency Commission (ADDC) of Newfoundland and Labrador has scheduled two major public discussion sessions in order to get input from the community on alcohol and drug abuse issues.

A half day public forum, aimed at examining alcohol and drug abuse issues facing the people of this province, will be held at Holiday Inn, St. John's, May 17.

The commission will sponsor a two-day conference on Effects of Lifestyle Advertising of Beverage Alcohol, also at Holiday Inn, St. John's, June 15-16.

Eve Beck, chairwoman of ADDC, said Monday it is hoped that between 100 and 200 people will attend these two sessions. There will be no registration fee for the community forum, but a fee of \$35, which will include a luncheon, will be charged for the two-day seminar.

Beck told The Evening Telegram the main purposes of the community forum next month is to provide an overview of the mandate and structure of the commission, to examine and discuss the various alcohol and drug abuse issues, to seek advice and involvement from the community and, hopefully, to make people more aware of and interested in the work of ADDC generally.

The main speakers at the forum, to begin at 2 p.m., May 17, will include Beck, who will

provide an overview on the commission's mandate, objectives and structure; and Wayne Smith, executive director of the commission, who will outline services offered by the agency.

MANY ISSUES

Beck and Smith will also lead discussion on a variety of issues, such as lifestyle advertising of beverage alcohol, drinking and driving, raising of the legal drinking age, controlling prescription drug abuse and over-the-counter drug abuse, fetal alcohol syndrome, alcohol use on campus, brewery sponsorship of sports and recreation, liquor licensing/availability, legal aspects of marijuana use, providing treatment for dependent persons, education and prevention, and alcohol and drug abuse of special groups, such as youth, women, native, senior citizens.

The forum will also include group discussions on the various issues raised, and a questionnaire will be distributed to ascertain the priority given to each of the issues by the people and providing them an opportunity to become involved in dealing with these matters.

Beck said the purpose of the two-day seminar on the effects of lifestyle advertising of beverage alcohol will be to link at all sides of the issues involved and examine just what effect such advertising has on people.

of Justice, will talk on Criminal Justice System Costs Resulting From Alcohol and Drug Abuse.

An overview of how the federal government views the situation, including some newly-developed material by federal officials, will be presented by Jim Mintz, chief of marketing and communications with Health and Welfare Canada.

After lunch, a panel discussion will be held on the topic, The Why, How and When of Alcohol Advertising, under the chairmanship of James McGrath, St. John's East Tory MP.

Panelists will include a representative of the Canadian Radio-Telecommunications Commission (CRTC), who will address the topic Control over the Content of Alcohol Advertising; an official of the Canadian Broadcasters Association, who will speak on The Final Say - What is Altered and What is Not; a representative of the Canadian Brewers Association, on Profit versus Responsibility; and a representative of the Canadian Advertising Advisory Board, on Standards and Practices.

Then, following questions and comments from the floor,

McGrath will provide an overview of the discussion.

There will be a number of small group discussions with the aid of the resource personnel on the afternoon of the first day and morning of the second.

Tom Hickey, provincial Minister of Social Services, will be guest speaker at a luncheon, June 16, and he will talk on the topic, Does the Provincial Government Have a Responsibility to Monitor and Control Broadcast Advertising Content?

Immediately after lunch there will be a youth panel on the topic Does Lifestyle Advertising of Alcohol Affect Our Lives?

Katherine Kennedy, of St. John's, president of International Allied Youth Alumni, will be chairwoman for the session. Speakers will include Sean Daley, chairman of the Newfoundland and Labrador Youth Advisory Council; representatives of Allied Youth and Memorial University's Council of Students Union, and a young athlete from the province.

The youth panel will be followed by general discussion from the floor and another small group discussion period from which it is hoped will

emerge some recommendations to the ADDC and suggestions for follow-up activities.

Baggaley will bring the two-day session to a close with an evaluation of all the discussions.

Beck said the seminar will provide an opportunity for all sides to lay out their position and for all involved to have good dialogue on the subject.

Hopefully, from the seminar, she said, will come advice and recommendations which will help the commission formulate its recommendations to government for policy and legislative change.

Beck said the fight against alcohol and drug abuse will not see any overnight changes but will require a change of attitude on the part of people and that is something that will only come on a gradual basis.

"You have to keep chipping away in an effort to make people more and more aware of the dangers involved, and particularly to reach the young people at an early enough stage."

Therefore, she said, these public discussion sessions are necessary steps on the path toward achieving the overall long-term objectives.

ALCOHOL AND DRUG DEPENDENCY COMMISSION

COMMUNITY FORUM

MAY 17, 1983 - 2:00 - 5:00 P.M.

HOLIDAY INN, ST. JOHN'S

A G E N D A

2:00 P.M.

- INTRODUCTION TO THE ADDC
- SERVICES OFFERED
- PURPOSE OF THE FIRST COMMUNITY FORUM

-Eve Beck, Chairman

-Wayne Smith, Executive Director

- PRESENTATION OF THE KEY ISSUES:

1. Lifestyle Advertising of Beverage Alcohol
2. Alcohol Use on Campuses
3. Brewery sponsorship of sports & recreation
4. Fetal Alcohol Syndrome
5. Raising of the Legal Drinking Age
6. Controlling Prescription Drug Abuse, and over-the-counter drug abuse.
7. Liquor Licensing/Accessibility
8. Legal Aspects of Marijuana Use
9. Education and Prevention
10. Drinking and Driving while Impaired
11. Providing Treatment for Dependent Persons
12. Alcohol & Drug Abuse of Special Groups
(Eg. Youth, women, natives, senior citizens, and the disabled)

- Eve Beck, Chairman

- Wayne Smith, Executive Director

- George W. N. Skinner, Director
of Regional Services

3:00 P.M.

COFFEE

3:30 P.M.

SMALL GROUP DISCUSSIONS

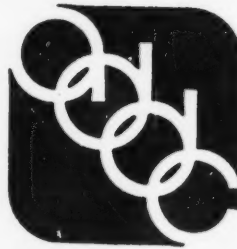
4:15 P.M.

REPORTS FROM SMALL GROUPS

4:45 P.M.

QUESTIONNAIRES: For identification of participants
priorities & interest in future
involvement

Alcohol & Drug
Dependency
Commission of
Newfoundland
& Labrador



EFFECTS
OF
LIFESTYLE
ADVERTISING
OF BEVERAGE
ALCOHOL

AGENDA

June 15-16, '83
Holiday Inn, St. John's

WEDNESDAY, JUNE 15, 1983

MORNING SESSION

- 8:30 a.m. Registration (Salons A & B)
- 9:00 a.m. Introduction to the Conference,
Purpose and Theme
- Eve Beck, Chairman
Alcohol & Drug Dependency
Commission
- The Current Situation in
Newfoundland & Labrador
- B. Wayne Smith, Exec. Director,
Alcohol & Drug Dependency
Commission
- 9:30 a.m. The Latest Research: Effects of
Lifestyle Advertising
- Dr. Charles Atkin, Department of
Communications, Michigan State
University.
- 10:00 a.m. Advertising Techniques: How the
ads are made
- Dr. Jon Baggaley, Faculty of
Education, Memorial University
of Newfoundland

10:30 - COFFEE - 11:00

WEDNESDAY, JUNE 15, 1983

MORNING SESSION

11:00 a.m. THE COSTS OF ABUSE

1. The Human Costs

- Rev. Wallace Baker, Chairman,
Ministerial Association

2. Health Care Costs

- Dr. H. W. Hogan, Newfoundland
Medical Association/
Canadian Medical Association

3. Criminal Justice Costs

- Mr. Frank Gronich, Crown
Prosecutor, Provincial
Department of Justice

Discussion and Questions

12:00 "What are Some Alternatives?"

- Mr. Jim Mintz, Chief of
Marketing and Communications,
Health and Welfare Canada

12:45 - LUNCH - 2:00

WEDNESDAY, JUNE 15, 1983

AFTERNOON SESSION

2:00 p.m.

PANEL PRESENTATION: "The Why, How
and When of Alcohol Advertising"

Moderator - Honorable James McGrath,
Member of Parliament

Presentors:

- Mr. Lorne Mahoney, Chief of Advertising and Canadian Content,
Canadian Radio/Television &
Telecommunications Commission (CRTC)

Topic: "Control over Content of
Alcohol Advertisements"

- Mr. Robert Oliver, President,
Canadian Advertising Advisory
Board.

Topic: "Standards & Practices in
the Advertising Industry"

- Mr. John O'Mara, Regional Manager
of Communications, Promotion &
Advertising, Canadian Broadcasting
Corporation (CBC)

Topic: "The Broadcasters' Role:
What to Air"

- Mr. K. Lavery, President, Brewers
Association of Canada

Topic: "Profit vs. Responsibility"

Questions & Reactions

3:15 p.m.

Response to presentations to date

- Hon. James McGrath, M.P.

3:30 - COFFEE - 4:00

WEDNESDAY, JUNE 15, 1983

AFTERNOON SESSION

4:00 p.m. SMALL GROUP DISCUSSIONS No. 1

Task: Discussion of Day 1
Speakers - Expression
of Participants views.

(Resource People will
visit groups)

NOTE:

Wednesday Evening:

For those who wish to get together and sample
some of St. John's dining and/or night life, an
informal evening's entertainment will be planned.

NOTES

THURSDAY, JUNE 1, 1972

MORNING SESSION

9:00 a.m.

SMALL GROUP DISCUSSIONS No. 2

Task: Identification of potential
alternatives; preparation
to report back.

10:00 - COFFEE - 10:30

10:30 a.m.

Plenary Session

- Reports from small groups
- Response from resource people
- General Discussion from floor

12:30 - LUNCHEON - 2:00

(Salon F)

Luncheon Speaker: Hon. T.V. Hickey, Minister,
Department of Social Services

Topic: "Does the Provincial Government have a
a Role and Responsibility to Monitor
and Control Broadcast Advertising of
Beverage Alcohol?"

THURSDAY, JUNE 16, 1983

AFTERNOON SESSION

2:00 p.m.

PANEL PRESENTATION: "Does
Lifestyle Advertising of Alcohol
Affect Young People?"

Moderator - Ms. Catherina Kennedy,
International President,
Allied Youth Alumni.

Presentors:

- Mr. Sean Daley, Chairman
Newfoundland & Labrador Youth
Advisory Council
- Mr. Steven Crummey, Winner of
the Labrador West High School
Speak-Off
- Mr. Glenn Clarke, Past Prov-
incial Executive Member, Allied
Youth of Newfoundland & Labrador
- Ms. Debbie Theil, President,
Council of Students Union,
Memorial University of
Newfoundland

2:45 p.m.

Discussion between panel and Dr.
Charles Atkin about his research
findings.

3:00 - COFFEE - 3:30

THURSDAY, JUNE 16, 1983

AFTERNOON SESSION

3:30 p.m.

SMALL GROUP DISCUSSIONS No. 3

Task: Formation of Recommendations
to the ADDC

Suggestions for follow-up
activities

Completion of questionnaires

4:30 p.m.

Plenary Session

- Presentation of recommendations
and follow-up suggestions
- Summary & Evaluation

NOTES

POOR

QUALITY

ORIGINAL